

# OUS Performance Measurement

In 1997, the Oregon University System began developing a performance measurement system in response to Senate Bill 919. In the years following, OUS engaged Chancellor’s Office staff, campus leaders, and members of the public to identify performance indicators for the System; in October 1997, the Board approved an array of 30 measures. Through subsequent reviews, performance reporting was further refined and streamlined to focus on high-level outcomes. Today, the Board receives annual performance reports on 13 indicators. These metrics reflect the goals for the System as articulated in *An Investment in Oregonians for Our Future: A Plan to 2025 for the Oregon University System* – access and educational attainment; high-quality student learning; original knowledge creation and innovation; and economic, civic, and cultural benefits.

In addition, the Oregon University System participates in a formal reporting process for a set of legislatively approved performance measures. This state-level effort began in 1989 with the publication of *Oregon Shines*, which articulates the state’s strategic vision. The Oregon University System tracks 23 different indicators, reported annually to the Department of Administrative Services (DAS) and biennially to the Oregon Legislature.

In 2010, the State Board of Higher Education and its member institutions developed a proposal to restructure the relationship between the Oregon University System and State of Oregon. As part of being granted greater autonomy, the university system would adopt a performance compact across a range of targeted measures to assure the achievement of Oregon’s goals for higher education. Accordingly, for the present it is necessary to report both current OUS performance measures and those to which the system would transition under the proposed compact. The result is a degree of duplication in those areas where the two measurement systems coincide.

Performance reports submitted to the State Board of Higher Education and the State of Oregon are available on the OUS website at [www.ous.edu/factreport/mp/index.php](http://www.ous.edu/factreport/mp/index.php).

## Educated Citizenry

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Proposed Compact with the State</b>								
Bachelor’s Degrees <sup>1</sup>			12,187	12,630	12,668	12,651	12,575	13,315
Advanced Degrees <sup>2</sup>			4,507	4,344	4,448	4,246	4,369	4,605
<b>Current Reported Performance Measure</b>								
Bachelor’s Degrees <sup>1</sup>	●		12,187	12,630	12,668	12,651	12,575	13,315
Advanced Degrees <sup>2</sup>	●		4,507	4,344	4,448	4,246	4,369	4,605
Total Degrees <sup>3</sup>		●	16,694	16,974	17,116	16,897	16,944	17,920

<sup>1</sup> Total number of bachelor’s degrees awarded by OUS institutions annually.

<sup>2</sup> Total number of master’s, doctoral, and first professional degrees awarded annually.

<sup>3</sup> Total number of bachelor’s, master’s, doctoral, and first professional degrees awarded annually.

† Key Performance Measures currently reported to the State of Oregon

‡ Performance measures currently reported to the State Board of Higher Education

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## Workforce Enhancement

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Proposed Compact with the State</b>								
Total Degrees and Certificates in STEM Fields <sup>1</sup>			3,046	3,094	3,100	2,850	3,038	3,173
Total Degrees and Certificates in Health Professions <sup>2</sup>			593	639	793	816	835	1,018
<b>Current Reported Performance Measure</b>								
Engineering and Computer Science Degrees <sup>3</sup>	●		1,544	1,456	1,433	1,264	1,400	1,458

<sup>1</sup> Total number of degrees and certificates awarded by an OUS institution in a science, technology, engineering, or math discipline.

<sup>2</sup> Total number of degrees and certificates awarded by an OUS institution in health professions and related sciences.

<sup>3</sup> Total number of degrees granted in engineering, engineering-related technologies, and computer science.

## Access and Participation

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Proposed Compact with the State</b>								
Total Headcount Enrollment <sup>1</sup>			81,097	82,370	82,469	83,970	87,810	93,035
Resident Undergraduate Headcount Enrollment <sup>2</sup>			54,275	54,561	53,626	53,971	55,550	58,120
<b>Current Reported Performance Measure</b>								
First-Time Freshman Headcount <sup>3</sup>	●		9,730	9,825	10,119	10,748	11,575	11,512
Community College Transfer Headcount <sup>4</sup>	●		3,761	3,672	3,414	3,491	3,525	4,160
Total Credit Enrollment Headcount <sup>5</sup>		●	80,066	80,888	81,002	82,249	86,546	91,580
New Undergraduate Enrollment Headcount <sup>6</sup>		●	16,890	16,902	16,841	17,523	18,956	19,721
Freshman Participation Rate <sup>7</sup>	●		20.9%	21.1%	20.5%	20.7%	20.5%	20.2%

<sup>1</sup> Headcount of all students enrolled in an OUS institution at the end of the fall term, regardless of course load. End-of-term enrollment data (rather than the 4th week fall term data normally reported) are used in the proposed measure because they connect directly to the forecasting and budget models used in other parts of the proposed compact.

<sup>2</sup> Headcount of all resident undergraduate students enrolled in an OUS institution at the end of the fall term.

<sup>3</sup> Headcount of entering first-time freshmen at an OUS institution as of the 4th week of the fall term.

<sup>4</sup> Headcount of all students enrolled at an OUS institution who were new transfers from an Oregon community college as of the 4th week of the fall term.

<sup>5</sup> Headcount of all students enrolled in an OUS institution as of the 4th week of the fall term, regardless of course load.

<sup>6</sup> Headcount enrollment of newly admitted freshmen and undergraduate transfers (from all 2-year and 4-year postsecondary institutions) at an OUS institution during the fall term.

<sup>7</sup> Ratio of OUS first-time freshmen from an Oregon high school to Oregon high school graduates from the previous school year.

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## Access and Affordability

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Proposed Compact with the State</b>								
Institutional Support for Resident Undergraduates <sup>1</sup>			9.6%	10.0%	10.9%	11.4%	11.6%	11.3%
<b>Current Reported Performance Measure</b>								
Net Cost as a Percentage of Income <sup>2</sup>	●		26.0%	26.0%	24.8%	24.3%	24.5%	24.8%

<sup>1</sup> Institutional assistance as a percentage of unmet need for full-time, full-year resident undergraduates with any financial need.

<sup>2</sup> Average cost of attendance minus grant aid as a percentage of Oregon median family income for resident undergraduates with a valid FAFSA.

## Graduate Success

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Proposed Compact with the State</b>								
Bachelor's Graduates Unemployed, Seeking Work <sup>1</sup>			OUS must ensure that recent college graduates succeed in their transition to the workplace and have a lower unemployment rate than the state as a whole. Historical state and national unemployment rates show a positive impact from having a college degree.					
<b>Current Reported Performance Measure</b>								
Bachelor's Graduates Employed, Continuing Education, or Engaged in Other Activity of Choice <sup>2</sup>		●	97.3%	-	96.6%	-	N/A	-
Bachelor's Graduates Employed and/or Continuing Education <sup>3</sup>	●		93.0%	-	92.0%	-	N/A	-
Percentage of Graduates Employed in Oregon <sup>4</sup>	●		78.0%	-	76.0%	-	N/A	-
Percentage of Bachelor's Graduates Completing an Internship <sup>5</sup>	●	●	83.8%	-	89.6%	-	N/A	-
Graduate Satisfaction <sup>6</sup>	●		4.1	-	4.2	-	N/A	-
Graduate Satisfaction <sup>7</sup>		●	84.3%	-	86.1%	-	N/A	-
Ratio of Students to Full-Time Faculty <sup>8</sup>	●	●	27.0	25.7	25.3	25.1	25.6	26.9

<sup>1</sup> Percentage of OUS bachelor's degree recipients, surveyed six to twelve months following graduation, who report that they are unemployed and actively seeking work.

<sup>2</sup> Percentage of bachelor's degree recipients, surveyed six to twelve months following graduation, who report that they are employed, continuing their studies, volunteering, or working at home.

<sup>3</sup> Percentage of bachelor's degree recipients, surveyed six to twelve months following graduation, who report that they are employed or continuing their studies.

<sup>4</sup> Percentage of employed bachelor's degree recipients, surveyed six to twelve months following graduation, who report that they are employed in the state of Oregon.

<sup>5</sup> Percentage of bachelor's degree recipients completing an OUS-approved internship.

<sup>6</sup> Average rating of overall quality of experience by recent OUS bachelor's graduates on a 5-point scale.

<sup>7</sup> Percentage of OUS bachelor's degree recipients rating the quality of their overall experience as "very good" or "excellent" on a 5-point scale.

<sup>8</sup> The ratio of fall FTE enrollment to full-time instructional faculty headcount.

NOTE: With the exception of "ratio of students to full-time faculty," data for the measures in this section are obtained through a biennial survey of recent bachelor's recipients. Staff and budget reductions in the Chancellor's Office forced the suspension of survey activities in 2008-09.

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## Efficient Fiscal Stewardship

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Proposed Compact with the State</b>								
Expenditures per FTE Enrollment as Percentage of National Average <sup>1</sup>			79.2%	80.6%	79.0%	77.0%	N/A	N/A
Expenditures per Degree as Percentage of National Average <sup>2</sup>			76.9%	77.8%	75.9%	76.2%	N/A	N/A
<b>Current Reported Performance Measure</b>								
Total Gifts from Philanthropic Sources (\$ in millions) <sup>3</sup>	●		\$88.8	\$98.0	\$114.3	\$137.4	\$150.8	\$209.7
External Funds Generated per State Dollar Invested in SWPS (\$) <sup>4</sup>	●		\$1.6	\$1.5	\$1.4	\$1.3	\$1.6	\$1.5
Net Foundation Assets (\$ in millions) <sup>5</sup>		●	\$960.6	\$1,068.4	\$1,231.0	\$1,384.5	\$1,153.5	\$1,206.5

<sup>2</sup> Education and related expenditures per OUS full-time equivalent enrollment as a percentage of the national average. National data are not yet available for 2008-09 and 2009-10.

<sup>1</sup> Education and related expenditures per OUS degree as a percentage of the national average. National data are not yet available for 2008-09 and 2009-10.

<sup>3</sup> Total annual gifts from philanthropic sources.

<sup>4</sup> External funds generated per state dollar invested in Statewide Public Services (SWPS): Oregon State University's Extension Service, Agricultural Experiment Station, and Forest Research Laboratory.

<sup>5</sup> Net assets of each foundation as reported in the audited financial statements of each institution.

## Knowledge Creation and Innovation Advancement

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Proposed Compact with the State</b>								
Total Sponsored Grant and Contract Expenditures (\$ in millions) <sup>1</sup>			\$289.8	\$312.5	\$307.3	\$316.0	\$350.9	\$380.2
<b>Current Reported Performance Measure</b>								
Total Sponsored Grant and Contract Expenditures (\$ in millions) <sup>2</sup>	●	●	\$289.8	\$312.5	\$307.3	\$316.0	\$350.9	\$380.2
Sponsored Grant and Contract Expenditures per Faculty (\$ in thousands) <sup>3</sup>	●		\$139.8	\$145.1	\$139.6	\$142.1	\$153.7	\$165.9

<sup>1</sup> Total of externally funded expenses related to sponsored research, sponsored instruction, and other sponsored activities.

<sup>2</sup> Total of externally funded expenses related to sponsored research, sponsored instruction, and other sponsored activities. The definition used for reporting sponsored research changed slightly following recent refinements made by the OUS Research Council and the Chancellor's Office. Consequently, there are minor differences in the numbers reported here compared to those reported previously. The new data definition has been applied to all numbers reported here.

<sup>3</sup> Sponsored research dollars per faculty at research/doctoral universities OSU, PSU, and UO.

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## Student Progress and Completion

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Current Reported Performance Measure</b>								
Retention Rate (First-Time Freshmen) <sup>1</sup>	●	●	80.2%	79.5%	80.5%	79.8%	81.7%	82.4%
Retention Rate (at original university) <sup>2</sup>		●	76.5%	76.2%	77.7%	76.7%	78.6%	79.5%
Six-Year Completion Rate (First-Time Freshmen) <sup>3</sup>	●	●	58.7%	59.0%	59.7%	59.4%	58.9%	N/A
Six-Year Completion Rate (at original university) <sup>4</sup>		●	53.1%	53.5%	54.2%	53.8%	53.3%	N/A
Average Years to Degree (First-Time Freshmen) <sup>5</sup>	●		4.62	4.61	4.60	4.57	4.56	N/A
Four-Year Completion Rate (Transfers) <sup>6</sup>	●		74.3%	71.0%	68.9%	72.5%	69.4%	N/A
Average Years to Degree (Transfers) <sup>7</sup>	●		2.60	2.58	2.60	2.65	2.61	N/A

<sup>1</sup> Percentage of first-time, full-time freshmen who returned to any OUS institution for the second fall.

<sup>2</sup> Percentage of first-time, full-time freshmen who returned to their initial OUS institution for the second fall.

<sup>3</sup> Percentage of first-time, full-time freshmen entering and graduating from any OUS institution within six years.

<sup>4</sup> Percentage of first-time, full-time freshmen graduating from their initial OUS institution within six years.

<sup>5</sup> Average time to complete a bachelor's degree, in years, for students entering as full-time freshmen.

<sup>6</sup> Percentage of transfer students entering with 90-134 credits who complete a bachelor's degree at an OUS university (4-yr graduation rate).

<sup>7</sup> Average time to complete a bachelor's degree, in years, for transfer students entering with 90-134 credits.

NOTE: To comply with the required timetable for federal reporting, degrees data used to report completion rates and time to degree are compiled later in the academic year. Consequently, data on 2009-10 completion rates and time to degree will not be available until spring term 2011.

## State-Mandated Measures

	State KPM†	Board PM‡	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Current Reported Performance Measure</b>								
Customer Service Survey Results <sup>1</sup>	●		-	87.4%	-	86.6%	-	N/A
Board Best Practices <sup>2</sup>	●		-	-	-	93.3%	-	100.0%

<sup>1</sup> Percentage of customers rating their satisfaction with the agency's overall customer service as "good" or "excellent," reported biennially. Staff and budget reductions in the Chancellor's Office forced the suspension of survey activities in 2008-09.

<sup>2</sup> Percentage of best practices met by the State Board of Higher Education, reported biennially.

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